



The mission of the Department of Health Care Policy and Financing is to improve access to cost-effective, quality health care services for Coloradans.

PART B, SECTION 3. Outreach/Marketing/Education

Submit the State's outreach, marketing, education, and staff training strategy. NOTE: The OP Draft required in this application does not require a State to submit marketing materials at this time. *All marketing materials will be submitted during the final approval process for the Operational Protocol.* Please provide:

- a. The information that will be communicated to enrollees, participating providers, and State outreach/education/intake staff (such as social services workers and caseworkers);
- b. Types of media to be used;
- c. Specific geographical areas to be targeted;
- d. Locations where such information will be disseminated;
- e. Staff training plans, plans for State forums or seminars to educate the public;
- f. The availability of bilingual materials/interpretation services and services for individuals with special needs; and
- g. A description of how eligible individuals will be informed of cost sharing responsibilities.

While there are options for long-term care services outside institutional settings, many people do not fully know about these choices for themselves or family members, leading to reduced utilization of services. The Colorado Department of Health Care Policy and Financing will identify best practices from other states to encourage informed choice for individuals in need of long-term care services.

In cooperation with the disability community, service agencies and organizations, health professionals, housing authorities, and others, the Department will develop a plan and timeline to implement education, outreach, and marketing. This spring, the Department will develop an MFP Outreach Advisory Committee, a subcommittee of the MFP Steering Committee, which will work with a marketing professional to confirm and expand upon early work developing an Involvement Marketing Campaign.

Tasks will include:

1. **Identifying Target Audiences** (including internal/Department staff, health professionals, case management agencies, Transition Coordinators, Housing Authorities, SEPs, LTC Ombudsman, Advocates, service agencies, and staff at nursing facilities, ICFs, and IMDs, who will assist clients in enrolling, and long-term care clients, families/friends of long-term care clients, disability and other advocacy coalitions who can get the word out to potential MFP participants).
2. **Developing Messages** (including who can be part of the demonstration, what it includes, how long it lasts, housing options, community services, where to go with problems and/or concerns, cost-



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sharing requirements, what happens after the demonstration, and how to enroll).

3. **Identifying Communication Vehicles** (including fact sheets, press releases, web pages, letters, fliers, newsletters, brochures, posters, CDs/DVDs, videos, forums, open houses, resource fairs, and social networking sites, in both English and Spanish in compliance with OCR Title VI, and a variety of media for clients with hearing or visual impairments, or cognitive issues).

No specific state geographic area will be targeted; clients from all over the state are welcome to participate in the Money Follows the Person Project.

Target audiences will be reached through several locations. Participants will be primarily contacted through long-term care institutions where Transition Coordinators will respond to requests for alternative living arrangements through an assessment process, followed by intensive service coordination activities to assist long-term care with a transition to the community settings of their choice. The Department and its Marketing Consultant will look for opportunities to place materials in physician offices, city and county buildings, pharmacies, libraries, and other areas where consumers look for information.

The Department has already developed initial outreach vehicles, including:

- Press release
- [Fact sheet](#)
- [Web page](#)

Comment [M1]: Do we link them here?
Or just put in Appendices

Plans for additional communication and education vehicles will be prioritized with the MFP Outreach Advisory Committee. A variety of education and marketing materials will be used to supplement MFP messaging and will be available on the Department's Web page.

A preliminary suggestion includes hosting statewide conferences each year of the grant to provide training, technical assistance and establish best practices for continued success. Regional conferences situated throughout Colorado will provide trainings on federal and state rules and regulations, outreach techniques and tools, best practices, networking and technical assistance to community partners providing services to the new expansion populations. Targeted attendees will include long-term care providers, community-based organizations, county departments of human/social services, and other identified



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community partners. Both topic-specific forums and speaking engagements at other organizations' forums will be planned (for example, Continuing Legal Education conferences, AARP conferences, etc.).

An extensive and proactive media relations campaign will continue to increase general awareness of Money Follows the Person through "earned" media or news stories about the program. This may include public service announcement (PSA) spots, promoting stories to individual print, radio and television outlets and encouraging media outlets to include links from their Web sites to the Money Follows the Person Web page. The Department will work consistently throughout the year to maximize appropriate sustained statewide news coverage for Money Follows the Person. The first steps in this process have already been taken. The Department's Public Information Officer arranged for newspaper and radio coverage of Colorado's MFP grant efforts from December 5-7, and Department staff hosted a public forum on December 16, 2010.

The goals of the media relations campaign are to increase general awareness of Money Follows the Person, shape positive public perceptions about MFP, educate target audiences about MFP and emphasize the importance of choosing a place to live. The Department will also develop a Money Follows the Person story bank, regularly seeking out long-term care clients who are willing to share their positive program experiences and personal testimonials with the media.

Comment [j12]: Is there a goal to increase the number of clients in community-based locations?

Additionally, the Department will:

- Investigate and communicate with professional networks related to the target settings and seek to participate at conferences and membership meetings;
- Provide additional outreach and training assistance upon request from the Department; and
- Maintain a database of e-mail addresses of partners to be used for the immediate mass release of critical program news.

Many of the Department's community partners have collaborative alliances, task forces and coalitions that can help share information about MFP. A list of these organizations will be developed by the MFP Outreach Advisory Committee in order to broaden the scope of outreach and ensure other community



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organizations dedicated to the disability community are familiar with Money Follows the Person program resources.

The ultimate success of the MFP outreach, education and marketing campaign will be reflected in the program's ability to transfer Clients to community-based services.

